

2020 Census Program Management Review

2015 Census Testing Overview

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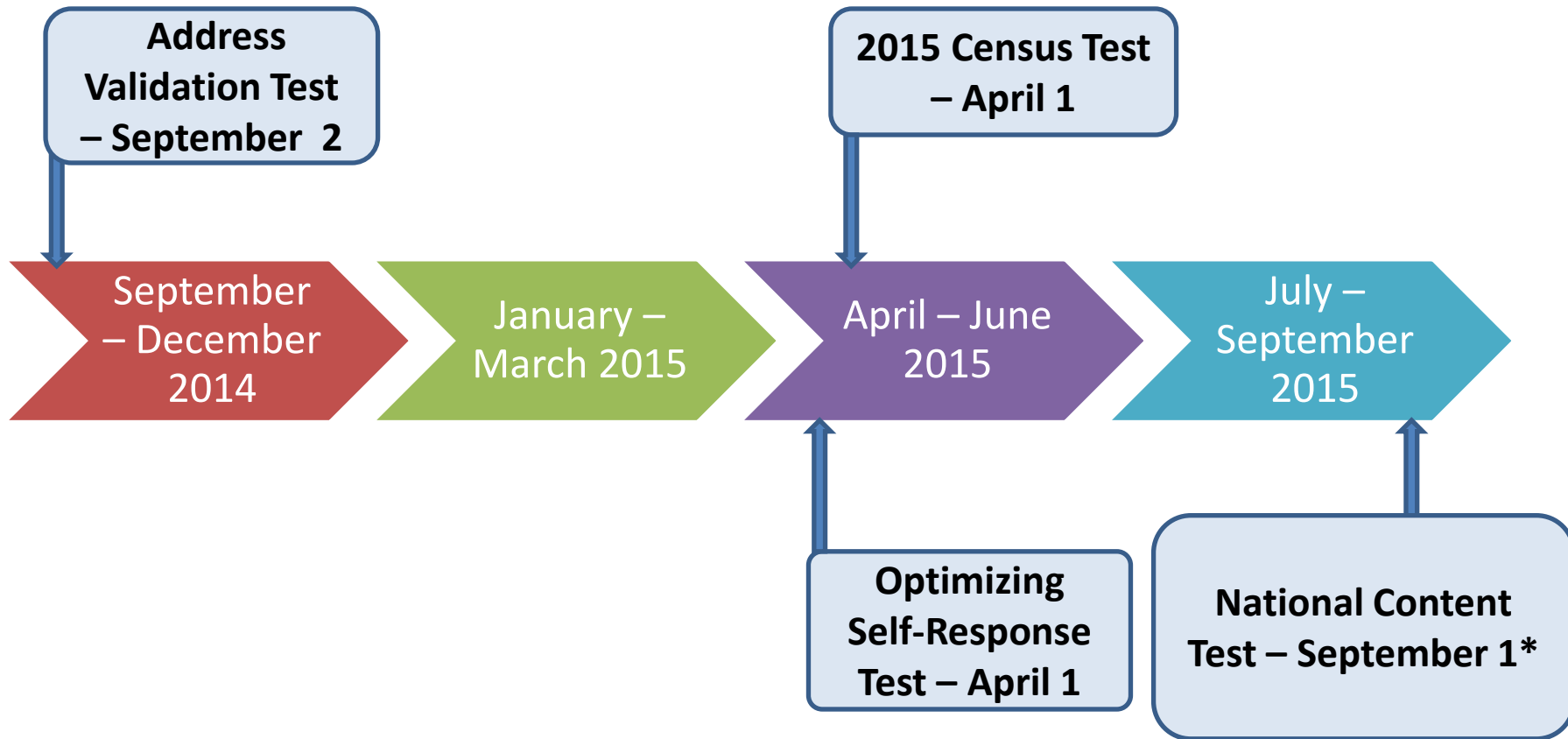
2020 Census Test Coordinator

January 9, 2015

Purpose of 2015 Testing Activities

- Focus on the major design decisions and content development for the 2020 Census.
- Inform the performance of the methods and models that will help us develop the address list, test the use of aerial imagery for change detection, and assist in the delineation of the Reengineered Address Canvassing workloads.
- Test the feasibility of fully utilizing the advantages of planned automation and available real-time data to transform the efficiency and effectiveness of data collection operations.
- Reengineer the roles, responsibilities, and infrastructure for the field.

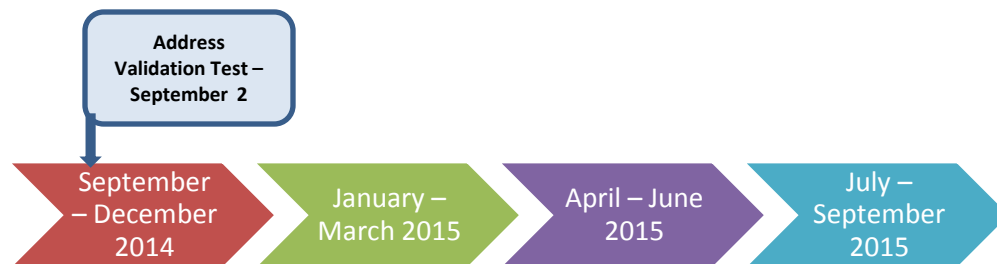
2015 Census Testing Activities Timeline



*Results from this test are not needed to make major design decisions at the end of FY 2015.

Address Validation Test Summary

- Inform the performance of the methods and models that will help us develop the address list.
- Test the use of aerial imagery for change detection and implementation of partial block canvassing as an alternate for full block canvassing.
- Assist in the delineation of the Reengineered Address Canvassing workloads.

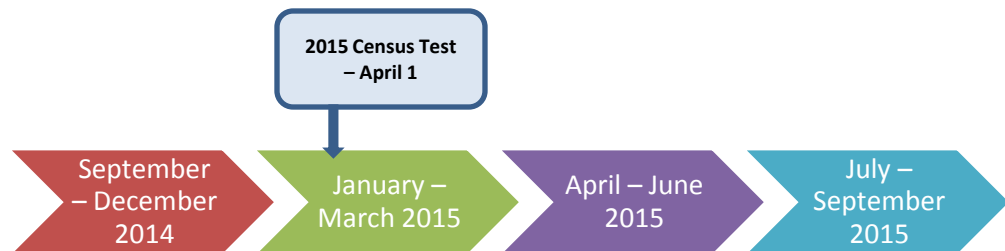


Address Validation Test Status

- Full Block Canvass (MAF Model Validation Test)
 - All field operations ended on 12/15/14
 - Listed 10,100 blocks
 - Checked 821 blocks during Listing Check
- Partial Block Canvass
 - OMB Clearance received ~ 10/29/14
 - Field operations
 - Listers started in the field – Week of 12/15/14
 - Listing operations scheduled to end 1/16/15
 - Quality Control continues in field until 2/20/15.

2015 Census Test Summary

- Test the feasibility of fully utilizing a field operations management system that leverages planned automation and available real-time data, as well as data households have already provided to the government, to transform the efficiency and effectiveness of data collection operations.
- Reduce NRFU workload and increase NRFU productivity with Administrative Records, Field Reengineering and Adaptive Design.
- Test operational implementation of the Bring Your Own Device (BYOD) option for enumerators.



2015 Census Test Status

- OMB Package Submitted to DOC on December 2nd
- Field test plan ~ Completed and Baselined
- Integrated schedule ~ Final revisions underway
- Low level (solution) requirements ~ finalizing as necessary
- Form content and design ~ completed and locked down
- Local Census Officer (LCO) Build-out ~ Lease signed in October and build-out activities started in December
- Systems completed Release 3 Development and Testing for NRFU Systems
- Recruiting staff have been hired and testing sessions have begun
- April 1, 2015 Census Day

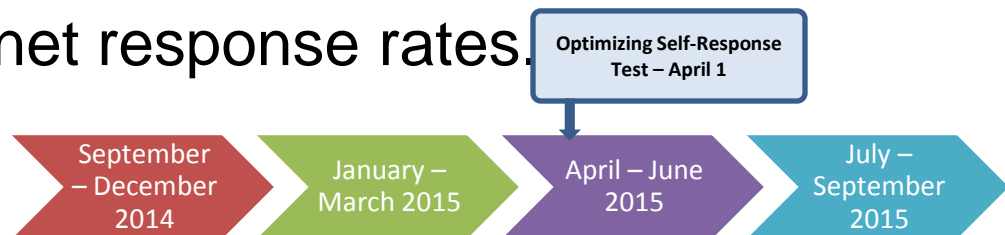
2015 Census Test

Next 90 Days

- OMB package ~ obtain OMB number and prepare printed and online materials
- Integrated schedule ~ complete and baseline
- Recruiting activities will continue through March 2015
- Training
 - Print Control training materials - week of 2/16/15
 - Train Field Operations Supervisors (FOS) - week of 3/23/15
- Systems
 - Complete Release 4 Development and Testing
 - Prepare for user acceptance testing
 - Systems readiness activities for self-response operations

2015 Optimizing Self Response Test Summary

- Conduct early research on the use of advertising, promotion and outreach to engage and motivate respondents.
- Determine the extent to which we will use early engagement such as “Notify Me”.
- Assess the operational feasibility of real-time Non-ID Processing and the potential resulting workloads for system development.
- Study the extent to which encouraging responses without a Census ID will contribute to the national self-response and Internet response rates.



2015 Optimizing Self Response Test Status

- OMB Package Submitted to DOC on December 2nd
- Integrated schedule ~ final revisions underway
- Form content and design ~ completed and locked down
- User acceptance testing for Centurion (Phase I) ~ underway
- Low level (solution) requirements ~ finalizing as necessary
- April 1, 2015 Census Day

2015 Optimizing Self Response Test Next 90 Days

- OMB package ~ obtain OMB number and prepare printed and online materials
- Integrated schedule ~ complete and baseline
- Low level (solution) requirements ~ complete and baseline
- Systems
 - Complete user acceptance testing
 - System readiness activities

2015 National Content Test Summary

- The test will use a large nationally representative sample to ensure representation of race/ethnicity groups.
- Test will inform the language support plans and refine estimates of national self-response and Internet response rates.
- Content testing will focus on race and Hispanic origin, relationship, and within household coverage
- Test will include a content re-interview to examine accuracy measures for experimental content



2015 National Content Test Status

- Federal Register pre-submission notice ~ published 12/2/2014 (60 day comment period has commenced)
- Field test plan ~ baselined
- Business Process Models and Project Level Business Requirements ~ baselined
- Capability Requirements ~ turned over to solutions for finalization
- September 1, 2015 Census Day (Results from this test are not necessary for September 2015 preliminary design decision)

2015 National Content Test

Next 90 Days

- OMB package ~ submit full package
- Capability and Solution Requirements ~ finalize as necessary and baseline
- Re-interview Tool ~ determine technology and complete specifications
- Schedule
 - Integrated project teams ~ finalize
 - Systems ~ finalize



Please send questions to:

census.2020.program.management.review@census.gov